

WHAT IS CLAIMED IS:

1. A method for providing targeted advertising during execution of an application for display on a client system, the method on a server system, comprising the steps

5 of:

gathering a plurality of advertising texture maps directed towards a demographic;

assembling an application including a plurality of 3D objects and the plurality of advertising texture maps, wherein the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application; and

providing the application to a client system over a network, wherein the client system is a member of the demographic;

wherein the client system displays the plurality of advertising texture maps mapped onto the plurality of 3D objects during execution of the application.

15

2. The method of claim 1, wherein the providing step comprises:

providing the application for download by a client system over a network, wherein the client system is associated with the demographic.

20 3. The method of claim 2, wherein the network comprises any one of:

a local area network;

a wide area network; and

a circuit switched network.

EXPRESS MAIL LABEL NO. EL863782844US

4. The method of claim 1, wherein an advertising texture map comprises any one of:

a bitmap file;

a JPEG file;

5 a TIFF file; and

a GIF file.

5. The method of claim 4, wherein the advertising texture map further comprises any one of:

10 a logo representing the advertiser;

text representing the advertiser;

a person representing the advertiser; and

an image representing the advertiser.

15 6. The method of claim 1, further comprising the step of:

periodically providing to the client system over the network a plurality of

advertising texture maps directed towards the demographic of the client system,

wherein the plurality of advertising texture maps are mapped onto the plurality of 3D

objects during execution of the application.

20

EXPRESS MAIL LABEL NO. EL863782844US

7. A method for providing targeted advertising to a client system, the method on the client system, comprising the steps of:

executing an application that presents a plurality of 3D objects and a plurality of advertising texture maps;

5 periodically receiving from a third party over a network a plurality of advertising texture maps directed towards a demographic of the client system;

mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application;

10 wherein the client system displays the plurality of advertising texture maps mapped onto the plurality of 3D objects during execution of the application.

8. The method of claim 7, wherein the network comprises any one of:
a local area network;

15 a wide area network; and
a circuit switched network.

9. The method of claim 7, wherein an advertising texture map comprises any one of:

20 a bitmap file;
a JPEG file;
a TIFF file; and
a GIF file.

EXPRESS MAIL LABEL NO. EL863782844US

10. The method of claim 9, wherein an advertising texture map further comprises any one of:

a logo representing the advertiser;

text representing the advertiser;

5 a person representing the advertiser; and

an image representing the advertiser.

11. The method of claim 7, wherein the executing step comprises:

executing an application that presents a plurality of 3D objects and a plurality

10 of advertising texture maps directed towards a demographic of the client system.

12. The method of claim 11, further comprising a step before the receiving step of:

mapping the plurality of advertising texture maps onto the plurality of 3D

15 objects during execution of the application.

13. The method of claim 7, further comprising the step of:

gathering information regarding the demographic of the client system;

selecting from the plurality of advertising texture maps a plurality of

20 advertising texture maps determined to correspond to the demographic of the client system; and

mapping the selected plurality of advertising texture maps onto the plurality of

3D objects during execution of the application.

EXPRESS MAIL LABEL NO. EL863782844US

14. The method of claim 7, wherein the step of mapping includes:

mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application, wherein any one of the following texture mapping methods are used:

- 5 planar projection;
- box projection;
- cylindrical projection;
- spherical projection; and
- shrink projection.

10

EXPRESS MAIL LABEL NO. EL863782844US

15. A computer readable medium including computer instructions for providing targeted advertising to a client system, the computer readable medium on the client system, the computer instructions comprising instructions for:

periodically receiving from a third party over a network a plurality of

5 advertising texture maps directed towards a demographic of the client system;

mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application;

wherein the client system displays the plurality of advertising texture maps mapped onto the plurality of 3D objects during execution of the application.

10

16. The computer readable medium of claim 15, wherein the network comprises any one of:

a local area network;

a wide area network; and

15

a circuit switched network.

17. The computer readable medium of claim 15, wherein an advertising texture map comprises any one of:

a bitmap file;

20

a JPEG file;

a TIFF file; and

a GIF file.

EXPRESS MAIL LABEL NO. EL863782844US

18. The computer readable medium of claim 17, wherein an advertising texture map further comprises any one of:

- a logo representing the advertiser;
- text representing the advertiser;
- 5 a person representing the advertiser; and
- an image representing the advertiser.

19. The computer readable medium of claim 15, wherein the executing step comprises:

- 10 executing an application that presents a plurality of 3D objects and a plurality of advertising texture maps directed towards a demographic of the client system.

20. The computer readable medium of claim 19, further comprising a step before the receiving step of:

- 15 mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application.

EXPRESS MAIL LABEL NO. EL863782844US

21. The computer readable medium of claim 15, further comprising the step of:
gathering information regarding the demographic of the client system;
selecting from the plurality of advertising texture maps a plurality of
advertising texture maps determined to correspond to the demographic of the client
5 system; and
mapping the selected plurality of advertising texture maps onto the plurality of
3D objects during execution of the application.
22. The computer readable medium of claim 7, wherein the step of mapping
10 includes:
mapping the plurality of advertising texture maps onto the plurality of 3D
objects during execution of the application, wherein any one of the following texture
mapping methods are used:
planar projection;
15 box projection;
cylindrical projection;
spherical projection; and
shrink projection.

EXPRESS MAIL LABEL NO. EL863782844US

23. A method for providing targeted advertising during execution of an application for display on a client system, the method on a server system, comprising the steps of:

- gathering a plurality of advertising texture maps directed towards a
- 5 demographic;
- assembling the plurality of advertising texture maps, wherein the plurality of advertising texture maps are mapped onto a plurality of 3D objects during execution of an application, the plurality of 3D objects and the application on a client system;
- and
- 10 providing the plurality of 3D objects to the client system over a network, wherein the client system is a member of the demographic;
- wherein the client system displays the plurality of advertising texture maps mapped onto the plurality of 3D objects during execution of the application.

24. A set-top box for providing targeted advertising to a client system, comprising:

an application that presents a plurality of 3D objects and a plurality of advertising texture maps, wherein the advertising texture maps are directed towards a demographic of the client system and wherein the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application; and

a network connection to a third party, wherein advertising texture maps directed towards the demographic of the client system are periodically received from the third party via the connection and wherein the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application.